

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Jim Schardt
FROM: Barbara S.G. Weinstein
SUBJECT: EXPENSES FOR SUPERSLIMS VS. CAPRI PROJECT

DATE: August 31, 1992

As I briefly discussed with you over the phone, there is an outstanding invoice for \$65,000, which I have attached, covering work done for the Super Slims vs. Capri litigation case. This invoice should be part of the expenses incurred by the case.

Here is some background on the project that the invoice covers.

PURPOSE

The purpose of the study was to determine, over time, the extent of brand switching among individual Households where Capri and Virginia Slims Super Slims were purchased. Promotion, pricing and volume variables were also requested to determine economic relationships among the purchasing patterns.

DATA SPECIFICATIONS

The project required preparation of a data set of individual Household respondents within the IRI Supermarket scanning database indicating brand purchasing patterns and demographic detail for Virginia Slims, Capri and competitive brands. The data covered a five year time frame (1987-1992).

The data was requested at the lowest level of detail captured by the IRI service, grouped by U.S. census region, along with demographic information. We were unable to access the data to generate the information in-house through normal database access. Therefore, this necessitated the job to be handled by the supplier (IRI), with special programming written to complete the project.

Let me know what changes, if any, you need to be made on the invoice so your department can handle it properly. Thank you for your assistance.

Barbara S.G. Weinstein

cc: R. Anise
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